



Invitation to Exhibit in the USA Pavilion at SIRHA 2007



January 20-24, 2007
Lyon, France

(An International Food Service and Gastronomic Trade Exhibition)

- What:** USA Pavilion at SIRHA 2007 in Lyon, France
- Who:** U.S. companies interested in showcasing quality U.S. food and food ingredient products, as well as food service equipment, industry innovation, and new food concepts in the food service sector
- Why:** SIRHA is the leading international forum for the food service sector in Europe. Held biennially, SIRHA 2005 welcomed over 1,850 exhibitors in 2005, a 50 percent increase since the show's debut in 1999. Exhibiting companies ranged from large food service providers to small and medium-sized companies with ingredients and food concepts.

With approximately 165,500 visitors, SIRHA has become a world-class show. These numbers include 12,065 international visitors from 122 countries, including Europe (Belgium, Italy, Spain, Sweden, Switzerland) as well as China, Japan, Korea, Saudi Arabia, South America (Brazil, Chile, Colombia), North Africa (Algeria, Morocco, Tunisia) and the United States. Visitors include hotel/restaurant managers, caterers, wholesalers, importers, and distributors from supermarkets and the food service and retail sectors.

SIRHA is the trendiest show in the food service sector with attention-grabbing cooking contests, the world famous Bocuse d'Or, and the World Pastry Cup. This event is fast becoming *the* international event for the food service sector.

For U.S. companies, the show will be an excellent opportunity to reach key players in this rapidly expanding sector in France, and in Europe as a whole. SIRHA is the ideal place to test or launch new products, flavors, incorporate U.S. ingredients in local cuisine, and is the only place in the world to showcase products and equipment for the European food service sector.

The Market: In Europe, the food service sector is currently valued at 319 billion Euros (\$396 billion), including 69 billion Euros (\$86 billion) for France with over 9 billion meals served annually. This sector has been growing at an annual rate of 5 percent.

Best Market Prospects: Fish and seafood, meat, ethnic foods, soft drinks, wines, fruits and vegetables, sauces and seasonings, and breakfast cereals

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Consider joining us at this USDA-endorsed event!